

# The British School of Bahrain

## Job Description

<b>Job Title</b>	Academies Head
<b>Department</b>	Academies
<b>Reports to</b>	Operations Manager

### Main Role

- Responsible for leading, developing, expanding and maintaining Academies strategies to meet the school's objectives and drive BSB enrolment and Academies enrolment targets. This includes sponsorship acquisition and liaison for specific school activities, BSB Academies and any corporate body partnerships.
- Overall responsibility to lead, drive, market and manage the BSB Academies, ensuring their sustainable profitability and coordinating with all Academies stakeholders to ensure the brand is upheld and quality assured.
- Responsible to develop the academies in order to achieve maximum utilization of space and facilities to maximise revenue.
- Ensure Academies revenue targets are achieved.
- Lead competitor analysis and initiate proactive strategy development
- To monitor and benchmark BSB Academies against competitor school offerings and make proactive strategic suggestions to improve current offering and promotion
- Promote positive relations with parents, teachers, students and the whole school community.
- Utilize suitable mediums to facilitate registrations and increase awareness of Academies programs.
- Lead and manage the Academies department including but not limited to hiring of coaches, monitoring the performance of the coaches, building and maintaining the relationship with parents and children.
- Responsible in providing an administrative structure to ensure the effective running of the Academies, including registration and booking systems; collection of fees and payments; control of budget planning and expenditure; and creating reports for management when required.

### Primary Responsibilities

- Developing and implementing strategies to drive BSB enrolments through the BSB academies
- Continuously tracking and reporting on enrolment targets and proactively creating strategies to ensure these are met
- Coordinating, aligning and maximizing all individual Academies' marketing activities to ensure one cohesive brand is delivered to the market
- To provide day to day management of the Academies to ensure the overall service runs according to the school's standards and regulations. This includes:
  - Ensuring appropriate facility, space and resource management
  - That all data is up to date
  - Coordination between school and academies
  - Day to day liaison and communication with parents
- To carry out day to day administration, ordering and purchasing materials and equipment and to work within an agreed budget
- To ensure Academies records are properly maintained
- To provide a safe and stimulating childcare environment to Academies studies.
- To be able to plan the school camps (winter, Easter, summer camps) programme and activities and co-ordinate the booking and administrative tasks attached to this.
- Promote positive relations with parents, teachers, students and the whole school community.

- To liaise with parents, informing them about the Academies and its activities, exchanging information about the children’s progress and encouraging parental involvement.
- To ensure children are safely collected and transported from the school after the Academies activities.
- To ensure that the Academies facilities and equipment provide safe environment for children, standards of hygiene are high, safety procedures are implemented at all times.
- To ensure that all legal and statutory requirements are implemented, and provide reports as required.
- Works with Marketing Department in developing promotional and advertising activities.
- Utilize suitable mediums to facilitate registrations and increase awareness of Academies programs.
- Lead, brief, review and approve artwork and designs for Academies brochures and other promotional materials.

Note: The primary responsibilities listed above are illustrative and not exhaustive. Additional responsibilities may be added from time to time depending on organizational requirements.

### **Skills and Competencies**

- Sound understanding of Academies principles, strategies and concepts.
- Experience in developing, maintaining and delivering established marketing strategies to meet School objectives.
- Strong analytical and project management skills.
- Maintaining internal and external professional relationships to manage and promote core School values.
- Strong understanding of market dynamics and requirements.
- Confident, presentable, articulate and dynamic personality.
- Strong communication, administration and organizational skills with an attention to detail.
- Effective time management skills.
- Behavioural skills – self-motivated, adaptable, flexible, systematic, innovative and strong team spirit.

### **Qualifications & Experience**

Bachelor’s degree with 5-6 years of relevant working experience.

### **Signatures**

This job description is current at the date below but will be reviewed on an annual basis (or as the need arises) and, following consultation with incumbent and Head of Department and may be changed to reflect or anticipate changes in the job requirement which commensurate with the job title.

Approved by:

\_\_\_\_\_  
Head of Department

\_\_\_\_\_  
Date

Read and accepted by:

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date